

Kalamazoo Public Library
OFFICIAL MINUTES OF THE BOARD OF TRUSTEES
PUBLIC MEETING
Date: September 24, 2012
Time: 4:00
Location: Eastwood Branch Community Room

TRUSTEE ROLE CALL:

Present: Fenner Brown, Robert Brown, Bruce Caple, Lisa Godfrey, Cheryl TenBrink, James VanderRoest, and Valerie Wright.

Absent: None

CALL TO ORDER:

President Godfrey called the meeting to order at 4:01 p.m.

AGENDA APPROVAL:

The agenda was amended to change the order of the reports for item V: V. A. Law Library Update, V. B. Eastwood Branch Update, and V. C. Summer Reading Games Wrap-Up. The amended agenda was approved.

I. RECOGNITIONS, RESOLUTIONS, COMMUNICATIONS

None.

II. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

III. CONSENT CALENDAR

A. *Minutes of the Board Meeting of August 27, 2012*

B. *Personnel Items*

- **Changes to FTE**

The Supervisory-Technical Youth Outreach Coordinator FTE 1.0 position currently held by **Andrea Enyedi** was reduced to FTE .75 and the KPLA Library Associate FTE .75 position currently held by **Jill Lansky** in Teen Services became FTE 1.0 effective September 16, 2012. These changes reflect the personal requests of these staff members and shifting responsibilities within the Youth Services department.

IV. **FINANCIAL REPORT**A. *Financial Reports for the Period Ending August 31, 2012*

No report. Director Rohrbaugh told trustees that D. Schiller had been out of town and that she had talked with Board Treasurer J. VanderRoest about presenting both August and September Financial Reports at the October Board Meeting.

V. **REPORTS AND RECOMMENDATIONS**REPORTS:A. *Law library Update – Caitlin Hoag*

Report: C. Hoag distributed a handout to Board members. She told them that she had recently talked to a group called NALS of West Michigan, which is the National Association of Legal Support Staff. She said that she was happy to speak with them and that she was surprised that many members were not familiar with the services offered by the Law Library.

C. Hoag gave an overview of the Law Library starting by saying it served both lay people and attorneys and that the collection encompassed a wide variety of materials with 363 titles in the collection and over 2,500 volumes. The library also subscribes to the legal database WestLaw. The total budget for the Law Library for the 2012-2013 fiscal year is approximately \$53,000. C. Hoag told Trustees that the staff collaborate with Kalamazoo County (who partially funds the Law Library), the Kalamazoo Bar Association for the *Ask A Lawyer* clinics, and local attorneys. Local attorneys have helped develop the divorce packets that the library sells and the *In a Nutshell* pamphlets that the Law Library distributes. Patrons are often referred to the Law Library by the County Courts, Legal Aid, and Friend of the Court for forms and other information.

C. Hoag then began sharing with Trustees some of the projects the Law Library was working on. One thing they have recently begun doing again was collecting statistics on the number of visitors, telephone calls, and questions answered. She said this is important information to provide to the County when the library negotiates the next contract since the Law Library is not a part of Strategic Planning. In the month of August, there were 287 visitors, staff received 109 phone calls, and answered 428 questions. C. Hoag said that she thought this was a slow month compared to other months because there was no legal clinic and many students were out of town. Staff were also working on contacting local attorneys to update the *In a Nutshell* brochures.

Discussion: J. VanderRoest asked about C. Hoag's pie chart she had distributed on the types of questions staff in the law library answer asking what the "Other" category consisted of. C. Hoag said this may be computer questions, printing questions, or a less popular area of law which is not often asked about. J. VanderRoest confirmed with C. Hoag that she thought the month of August was a slow month. She said that indeed she did think it was slow and that, in general, the summer months were a bit slower than during the school year. J. VanderRoest asked Director Rohrbaugh if the law library statistics could be added to the statistics on the Director's Report each month for the Board Meeting. He said he thought the Law Library did excellent work and that these numbers were important for justifying its existence. C. Hoag finished by saying that she had been back working in the Law Library since January 2012 and that she was really enjoying working with and helping the patrons.

President Godfrey asked about the "Clinic/Attorney Ref" portion of the pie chart in C. Hoag's report. She answered that this consisted of signing patrons up for *Ask a Lawyer*, referring them

to other legal clinics in town, or directing them to the State Bar Attorney Referral System or the Kalamazoo County Bar Association's Attorney Directory. President Godfrey commended C. Hoag for speaking to NALS and sharing with them what a great resource the Law Library could be for them. V. Wright asked if the Law Library sells any packets besides Divorce Packets to which C. Hoag answered that this was the only packet the Law Library sold. She said patrons could print off forms but staff would not tell them how to fill the forms out. There is another company in town that sells packets for divorce at a much higher cost and there have been a number of occasions when people have bought these forms to use and the courts have rejected the forms and told them to purchase the packet from the library. The price of the packets is \$3.

Disposition: Trustees thanked C. Hoag for her report and the work she and other staff are doing in the Law Library.

B. Eastwood Branch Update – Judi Rambow

Report: President Godfrey thanked J. Rambow for hosting the Board of Trustees Meeting at the Eastwood Branch. J. Rambow gave out two handouts and told the Board she would be talking about the benefits of combining the Eastwood and Powell Branches. She started by saying that the branches now had two rather than one librarian. She was responsible for managing the two branches and T. Malynowsky-Rakowsky was responsible for programs. J. Rambow referred to the sheet she had given to Board members on programming statistics saying the T. Malynowsky-Rakowsky really enjoyed programming and had some huge programs this summer at these two branches. The Summer Day Camp at the Powell Branch participated much more in summer events at the library this year as well as the Boys and Girls Club. J. Rambow said that both librarians were really enjoying their new positions. J. Rambow and T. Malynowsky-Rakowsky rotate days at the branches and the days that T. Malynowsky-Rakowsky is at a specific branch are the days she holds the library programs at that branch, though J. Rambow has continued to do the Urban Fiction Book Club and Pizza and Pages. Both librarians are also both attending the Northside Business Association meetings and J. Rambow has been introduced to many people living on the Eastside of Kalamazoo.

With the consolidation of these two branches, these locations have 2.5 library assistants that can share responsibilities as well as concentrate on things they are strong in. J. Rambow said the hourly employees are all very capable of completing circulation work at both of these branches and they have now been trained to complete this work which has further resulted in work being shared between employees more effectively. J. Rambow has also been working to update the collections at Eastwood and making the collections look more attractive. She said that there were many empty display holders every morning as a result of this conscious effort.

J. Rambow told trustees she was planning on making the computer room at Eastwood into a study room. The computers would move out into the public area so tutors and students could have a more private space to work. She said she would also be working on more displays to help boost circulation. B. Caple commented on how strong the programming numbers were at Eastwood. J. VanderRoest said when he first heard about the staffing changes to the branches he was skeptical it would work but he was impressed with the changes and thought that J. Rambow and T. Malynowsky-Rakowsky were both doing a great job. President Godfrey said the integration of the staffing at the two branches was great.

Disposition: Trustees thanked J. Rambow for her report.

C. Summer Reading Games Wrap-Up – Andrea Vernola, Stewart Fritz, and Michael Cockrell

Report: The presenters distributed prizes to the Board of Trustees that were leftover from Summer Reading Games as well as reports about the final numbers for Summer Reading Games. S. Fritz began the report by saying there was an overall increase in the number of patrons participating in Summer Reading Games in 2012. A total of 5,315 patrons signed up in 2012. A. Vernola told trustees the design of the games was the same as last year with prizes at 20, 40, and 60 days of reading. She described the prizes the different age groups at these benchmarks. A total of 795 preschool aged children signed up for the games which was an increase from 703 in 2011. A. Vernola said she was pleased to report that 438 children received the 20 day prize, 372 received the 40 day prize, and 249 the 60 day prize. A total of 2,237 school aged children sign-up for Summer Reading Games, including every first grader in KPS. Of these, 629 received the 20 day prize. The children's room also once again collaborated with Communities in Schools preregistering summer school students and planning a visit to the library when they received their 20 day prize. She told trustees they had many successful programs over the summer.

S. Fritz told Board members that a total of 1,077 teens and tweens registered for Summer Reading Games. Though this number was lower than 2011, more of these students returned to participate in the games. Teen and tween budgeted for more prizes than last year and ended up running out of many due to high participation. A total of 361 tweens returned for their 20 day prize, 248 for the 40 day prize, and 153 for the 60 day prize. A total of 169 teens returned to the library for the 20 day prize, 132 returned for the 40 day prize, and 86 for the 60 day prize. The teen department also collaborated with Communities in Schools working with 5th and 6th graders. The teen department also had a number of successful programs over the summer with 187 people at a tie-dye program and 65 at the Hunger Games Archery program. S. Fritz also gave Board members a historical breakdown of teen and tween participation.

A. Vernola said the library saw a nice increase in the number of patrons continuing to play Summer Reading Games by collecting 40 and 60 day prizes in 2012 and she thought it was great to see so many people engaged in the game for that long. President Godfrey asked why the presenters thought people were playing the games longer. S. Fritz said that good prizes made a huge difference and A. Vernola said having a simplified game made a big difference. M. Cockrell said having the games all structured the same was helpful, especially for the adult game. He explained that for 2012 the largest number of signups for the adult game came from the Children's Desk because parents were playing along with their children.

President Godfrey asked what books were given away for the 20 day prize. A. Vernola and S. Fritz said they were giving away a great number of titles. The books were purchased at Scholastic Book Sales and there were many instances when staff had to go out and buy more books after running out. Some popular titles included the *Diary of a Wimpy Kid* series and the *Hunger Games* trilogy. A. Vernola explained that a book was a really good prize because it was exciting for participants to win, easy to purchase more of if the staff was running out, and transferrable to the next year as a prize. B. Caple asked if one of the other prizes could be replaced with a book since the books seemed to be so popular. A. Vernola said that this had been considered and that the group that plans the games would begin meeting soon for next year to talk about next year's program.

F. Brown asked how the library envisioned the program may change in the future. S. Fritz answered that he and A. Vernola had come up with some ideas and they were thinking about

how the program could be expanded to make it more challenging. President Godfrey mentioned that one of the things she enjoyed about the old game was that it forced you to read other genres. A. Vernola said she liked that this game encouraged people to make reading a daily habit. V. Wright said she liked that the first prize was a book and that she was impressed how many students kept with the game. S. Fritz said he thought staff did a really good job of encouraging patrons to continue coming back for their prizes. M. Cockrell also said having good end of game raffle prizes encouraged participation in the games. C. TenBrink asked how many raffle prizes the library gave away. A. Vernola said there were six prizes each for preschool and school aged kids. S. Fritz said there were ten movie passes to the Rave for tweens and teens and they also gave away gift certificates to Book Bug and a Kindle. They explained that each time a patron received a prize their name was entered into the raffle drawing.

M. Cockrell explained that the adult game followed the same format as the other age group games and also had a night theme. Both signups and participation were slightly up from 2011. He explained the prizes and told trustees that the library was very accurate in ordering the 60 day prize with only two extras remaining. The largest number of signups for adults was at Central Library's Children's Room desk which showed many adults were playing the games along with their children. A total of 1,206 adults signed up for the game and 412 (34%) received their 60 day prize. M. Cockrell showed the five year trend for Summer Reading Games for adults, saying the library had done a good job increasing participation each year. M. Cockrell's report also contained information about the end of Summer Reading Games Concert with the band Milkshake in Bronson Park. Following a question about the 60 day prize running out, M. Cockrell said the library did not want to overestimate on prizes and have a lot of extra prizes left over. M. Fritz said she increased the number of prizes ordered by 30% for 2012 and the library still ran out. S. Fritz said they were considering making the prizes more KPL specific. This would make it easier to order more in a crunch and would mean leftovers would be more usable after the games ended. Director Rohrbaugh thanked the Friends for underwriting Summer Reading Games each year, the total cost of which was approximately \$25,000.

Disposition: Trustees thanked A. Vernola, S. Fritz, and M. Cockrell for their report and the Friends for funding the Summer Reading Games.

VI. COMMITTEE REPORTS

- A. *Finance and Budget Committee*—J. VanderRoest said that there was no report but a date had been set for a meeting to review the audit.
- B. *Personnel Committee*—no meeting.
- C. *Fund Development and Allocations Committee*—no meeting.
- D. *Director's Building Advisory Committee*—no meeting.

VII. OTHER BUSINESS

A. *Board Discussion of Community Attitude, Awareness and Usage Survey*

Background: Director Rohrbaugh wrote that it had been over nine years since the library last conducted an AAU survey. As revenues continued to decline, the library approached the end of the current strategic plan, and looked to a millage renewal in May 2014, she thought it would be most helpful to have input from users and the community.

Revenues have been declining, generally in the 3-4% range. The library has dropped some services and reduced others, reduced expenditures in almost all budget categories, and trimmed salaried staff by about 10% through attrition. Management Team has discussed what Director Rohrbaugh might recommend to the Board for the next level of reductions if the current rate of decline continues or if revenues decreased substantially. It would be helpful to hear from library users and the community what services were most important to them.

The strategic plan “ends” in June 2013. Likewise, management would like to align library priorities with those of the community and with revenues. Director Rohrbaugh does not expect to recommend to the Board another strategic planning process, but rather that the library roll over the current plan or tweak it a bit. Input from the community would be important to have in mind throughout that decision making process.

And the millage....the library expects to go to the voters in May 2014 for a renewal of the second millage. Part of the campaign will center on what a renewal would provide, what a defeat of the millage would mean. Again, the library would want to align the campaign, along with the strategic plan, with what is of greatest value to the community.

Director Rohrbaugh would look to an AAU study to inform library decisions on which services to reduce or eliminate, the priorities for the strategic plan, and the upcoming millage. All are very interrelated.

Discussion: Director Rohrbaugh started by saying the last survey was in 2003. She showed Trustees the summary from this last survey telling them she had a large notebook of all the responses gathered. It was a way to figure out how the library was regarded in the community. She said that it seemed like a good time to complete another survey and highlighted the three things the survey results could be used for: the next round of strategic planning, the millage campaign, and deciding upon further reductions.

J. VanderRoest asked Director Rohrbaugh if she had an estimate of the cost of this survey. She told him that she had talked to two companies and the Kercher Center at WMU. She was not able to get an estimate from the Kercher Center, but the first company estimated \$15,000-20,000 and the second company estimated \$12,000-19,000. The cost depended upon how big the sample population would be, as well as, if they decided to oversample in areas of higher voter turnout. C. TenBrink asked where the two companies were located. Director Rohrbaugh told her that one company was from Battle Creek, MI and the second from Columbus, OH. If chosen, the firms would visit the library and draft the questions after talking with library staff.

R. Brown asked Director Rohrbaugh how helpful the library found the survey from 2003. Director Rohrbaugh said that she remembered Board members having some qualms about the methodology of the last survey but that when she revisited it she thought it was very helpful.

She gave Board members examples from the two companies she had contacted of recent surveys that had been completed and how they had helped the libraries plan for the future. B. Caple asked if any of the other Class 6 were completing this type of survey soon. Director Rohrbaugh answered that Kent District Library was planning on undertaking a survey in the next year to help the library plan for a millage vote. She told trustees that the lead for the company in Ohio came from a colleague in the Urban Library Council. President Godfrey clarified that in 2003, that Board was not very receptive of the results. She said that the Board should not undertake a new survey if they were not going to be receptive of the results. J. VanderRoest said that if Board members wanted input on the way the survey was conducted, than they should give input to Director Rohrbaugh before the survey. He said he really supported the concept and thought this would be a good thing for the library to undertake.

J. VanderRoest asked Director Rohrbaugh if she wanted a motion or a resolution to result from this discussion. She said if she sensed support from the Board, than she would ask for letter proposals from the three firms she had mentioned. She told the Board she could return to them with the proposals or make a decision based on the proposals with the Management Team depending on the Board's preference. She acknowledged that she would need to return to the Board with a budget revision if the survey were to be conducted. President Godfrey recommended that Director Rohrbaugh return to the Board with the proposals saying that a vote of approval would signify that they were supportive of the methodology of the survey and would be receptive of the results. V. Wright said she would like an outline of the topics that would be addressed in the survey and that she was very supportive of conducting a survey with the upcoming millage vote. R. Brown asked if the questions on the survey from 2003 were agreed upon beforehand. Director Rohrbaugh said they were but that the Board may not have seen the actual questions. President Godfrey said it was important to decide upon the topics that the survey would be about. J. VanderRoest said he thought it was important that the Board give their input on the survey so as to put any quibbles or resistance to the rest.

President Godfrey acknowledged that much had changed since the last survey was conducted and that landline surveys may not reach the number of people they did in the past. R. Brown said he was not opposed to conducting a survey and that, if nothing else, it raised awareness of the library in the community. J. VanderRoest said that if the results were positive, the library would be able to trumpet them. Director Rohrbaugh said she thought a survey of this type would be very helpful to have with the approaching millage vote.

Disposition: J. VanderRoest told Director Rohrbaugh he sensed a consensus among Board members. Director Rohrbaugh said she would work on collecting more information to bring back to the Board at a future Board meeting.

B. Director's Report

Presentation: Director Rohrbaugh reminded Trustees of three big events mentioned in item 3: the Susan Orlean visit, Robert Sabuda speaking for the Youth Lit Seminar, and the Spelling Bee. She told trustees that the first 1st grade visits would be the following day at the Washington Square Branch. C. TenBrink asked if she could attend this event and, if so, what time she should attend. Director Rohrbaugh next drew attention to the audit in number 15 saying this would be presented at the next Board meeting. Items 18-20 mentioned work that was currently being completed by the FM department. Lastly she pointed out that the August statistics attached to the Director's Report for the previous Board Meeting had been redone.

Discussion: V. Wright commented on item two and the Friend's selling books on Amazon. She asked how this worked and J. Snell, Board liaison to the Friends of the Library, told the Board they check the value of each book that came in to the bookstore. When books were valued at prices that the Friends didn't believe they would be able to fetch in the bookstore, they listed them individually on Amazon. She said some books sold immediately and it had been a great way to sell higher value books. V. Wright also told J. Snell it was great the Friends revenues were up over 18% for the year so far.

B. Caple asked if *Reading with Bailey* only happened during the summer. S. Warner said this program happened multiple times per year both during the school year and the summer. B. Caple also mentioned he thought Amazon was a great outlet for the Friends to be selling some of their valuable books.

J. VanderRoest asked if there were other service dogs that could be used for programs similar to *Reading with Bailey*. S. Warner said there were other service dogs that could participate in similar programs if we were to expand the program but currently the library had a good relationship with Bailey's owner and were not considering expanding. J. VanderRoest also asked if the library utilized any dummy cameras. S. Lindemann answered that the library did not for legal reasons.

F. Brown asked where the idea came from for reserving library computers from home. K. King said this was common and came as a part of the EnvisionWare package. He added that people may want to reserve a computer from home if they do not have a printer or certain software the library had. K. King explained the way the EnvisionWare PC reservation system worked to the Board.

B. Caple told the Board that he had attended the Elden Kelly and Carolyn Koebel concert at the library and it was great. President Godfrey asked Director Rohrbaugh to comment on *myKPL*. She explained that *myKPL* would be the library's new intranet. President Godfrey also mentioned she had heard a comment from a community member that the last issue of *LINK* was really well done.

Disposition: Trustees thanked Director Rohrbaugh for her report.

VIII. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

IX. COMMENTS BY TRUSTEES

- C. TenBrink told the other Board members she had participated in the adult Summer Reading Games for the first time this year along with two of her grandchildren and that it was a great experience.
- V. Wright mentioned she had seen an advertisement for Kent District Library and Zinio on PBS recently. She said it was interesting to see how libraries marketed themselves in different ways.
- F. Brown apologized for being late. He said that he was taking part in Leadership Kalamazoo and that he was also on the Group Study Exchange Selection Committee for Rotary this year.
- R. Brown said told Trustees he had attended the end of Summer Reading Games concert and he saw a lot of happy kids and adults at the concert.

III. A.

- J. VanderRoest told the Board his wife really liked the Geek campaign. He said he also heard our recent marketing on WMUK.

X. ADJOURNEMENT

Hearing no objection, President Godfrey adjourned the meeting at 5:36 p.m.

X_____
Robert Brown
Secretary